

## REGIONAL PROFIL OF ADANA: SWOT ANALYSIS

Axis	Strengths	Weaknesses	Opportunities	Threats
	State of the art		Perspectives	
<b>NATURAL ENVIRONNEMENTAL CAPITAL</b>				
Geographic position	Geographically convenient to industry, agriculture, tourism  Border region	Hot weather and high humidity in summer	Near to Middle East and connection to the world through Mersin, Yumurtalik and Iskenderun harbors  Commercial opportunities	
Natural resources	Extremely productive soil  Seyhan and Ceyhan rivers for irrigation and hydro-electric energy production  Border to Mediterranean Sea		Strong agricultural industry  Existence of natural resources for tourism	
Environment	Bakü-Ceyhan and Kerkük-Yumurtalık pipe line exist and natural gas is used in Industrial zone  Very good weather conditions for agricultural production	Energy consumption above the national average	2 dams in the region  Solar Energy  Diversifying the sources of (renewable) energy	Environmental pollution due to industrialization
<b>HUMAN CAPITAL</b>				
Demographic	2 complementing universities in the region	Courses at universities does not entirely meet industrial needs	High ratio of young population	High unqualified migration  Qualified brain drain
Employment	High labour productivity	Most SMEs are unable to employ university graduates	One of the greatest university established in Adana  Industry still develops and varying in sectors (creating opportunities for qualified human resources in all sectors)  Seasonal agricultural work	Decline in textile industry sector
<b>SOCIAL CAPITAL</b>				

Unemployment	Seasonal agricultural work is available	No clearly identified labour qualities by industry  Imbalances in supply and demand of human resources	Industry still develops and varies in sectors  One of the biggest organized industrial zone is established in Adana  Gradual increase of EU projects to contribute to decreasing unemployment in the region	High unqualified migration
Territorial cohesion		Strong economic and social disparities on the territory  Due to migration from nearby regions have social and economic difficulties  Inefficient interaction among NGOs  Insufficient of interaction with other regions	High numbers of NGOs  Constant increase on activities of NGOs	
Experiences in European territorial cooperation	Strong intent to join European Union  Awareness of EU projects and increasing participant (Over 50 LdV Vocational training program projects, 36 Active Labour Programme Projects)	No previous experience in EU projects  Very weak territorial participation in FP6, or culture sector  Lack of interest in FP6 projects in the industry	Establishment of European Union project office by the Governor's office  Europe Union membership process initiated for Turkey  The region is within the network of IRC Anatolia	Long and difficult European Union membership process  Lack of support from EU member countries
<b>ECONOMIC CAPITAL</b>				
Economic development	Successful economic development due to some sectors (such as bus manufacturing by TEMSA and through its supply chain)  Region meets nearly	<b>Low level of wealth creation</b> Comparing to EU regions  No Financial Substantiation for region	Organic Agricultural Development is Initiated	Harsh competition from international manufacturing industries  Financial Substantiation are

	<p>100 % Corn need of Turkey and 3 of 5 Turkey's biggest starch sugar and syrup companies are in Adana</p> <p>One of the biggest free zone of the Middle East is available</p>	Improper regional economical policy		<p>given to nearby region</p> <p>Geographically unbalanced economic development</p>
External trade	<p>Attractiveness for foreign investors, (the 5th city in attracting the FDI in Turkey) 55 joint venture companies</p> <p>Annual Export of 1.314 billion Euros, Annual Import over 1.003 Billion Euros</p>	<p>76% of SME has no contribution to export</p> <p>Most small enterprises are unable to trade to Europe</p> <p>52 % of SME have weak financial sources and support for trade</p>		Heavy threat from China especially to textile industry
Innovation and research	<p>RTDI Funds expected to reach from 0.6 % to 2% of GDP by 2010 at national level and increase in the level of public funds for RTDI</p> <p>Existence of a university with good R&amp;D capacity</p> <p>Existence of R&amp;D intensive large companies demanding R&amp;D intensive SMEs as suppliers</p> <p>Existence of quality human resources for RTDI</p>	<p>Lack of regional RTDI strategies/ plan</p> <p>Low level awareness on RTDI among SMEs</p> <p>Need to integrate and coordinate private and public RTDI investments</p> <p>Life long training opportunities are weak</p> <p>Need to absorb new technologies by majority of SMEs</p> <p><b>Low private spending in R&amp;D</b></p>	<p>Export-oriented industry having European markets as main destination for export (an important driving force for RTDI)</p> <p>Good recognition of the importance of university-industry co-operation for R&amp;D through USAM</p>	<p>Macroeconomic and political instability risks in the country</p> <p>Political and economic uncertainty and instability risks in Middle East</p>